

Agreement Between:

## CONTRACT



**WTNR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

**GMMB/Greer Margolis Mitchell & Burns**  
**1010 Wisconsin Avenue**  
**Suite 800**  
**Washington, DC 20007**

Contract / Revision  
 546129 /

Alt Order #  
 07875063

Product  
 HIRSCHBIEL/C/D

Contract Dates  
 10/30/12 - 11/06/12

Estimate #  
 106/113/1215

Advertiser  
 Hirschbiel/D/State House

Original Date / Revision  
 10/25/12 / 10/25/12

Billing Cycle  
 EDM/EDC

Billing Calendar  
 Broadcast

Cash/Trade  
 Cash

Station  
 WTKR

Account Executive  
 Jamie Andrus

Sales Office  
 Washington, D.C.

Special Handling

Demographic  
 Adults 35+

IDB#  
 8020

Advertiser Code  
 106

Product Code  
 113

Agency Ref

Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
E 1	3	10/30/12	11/04/12	NewsChannel 3 News	5-6am		:30			NM	2	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				2	\$165.00			
E 2	3	10/30/12	11/04/12	NewsChannel 3 News	6-7am		:30			NM	2	\$440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				2	\$220.00			
E 3	3	10/30/12	11/04/12	CBS This Morning	7-9a		:30			NM	5	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				5	\$140.00			
E 4	3	10/30/12	11/04/12	Early Show Saturday	9-11am		:30			NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$70.00			
E 5	3	10/30/12	11/04/12	CBS Sunday Morning	9-1030am		:30			NM	1	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$470.00			
D 6	3	10/30/12	11/04/12	Face the Nation	1030-11am		:30			NM	0	\$0.00
E 7	3	10/30/12	11/04/12	Ellen Degeneres 3pm	3-4pm		:30			NM	4	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$140.00			
E 8	3	10/30/12	11/04/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	4	\$660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$165.00			
9	3	10/30/12	11/04/12	NewsChannel 3 News	5-530pm		:30			NM	4	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$210.00			
E 10	3	10/30/12	11/04/12	NewsChannel 3 News	530-6pm		:30			NM	3	\$735.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				3	\$245.00			
E 11	3	10/30/12	11/04/12	NewsChannel 3 News	6-630pm		:30			NM	3	\$930.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				3	\$310.00			
E 12	3	10/30/12	11/04/12	7-730pm	7-730pm		:30			NM	1	\$48.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				1	\$48.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.

**WTKR-TV**  
720 Boush Street  
Norfolk, VA 23510-1583  
(757)446-1000

<u>Contract / Revision</u> 546129 /		<u>Alt Order #</u> 07875063
<u>Contract Dates</u> 10/30/12 - 11/06/12	<u>Product</u> HIRSCHBIEL/C/D	<u>Estimate #</u> 106/113/1215
<u>Advertiser</u> Hirschbiel/D/State House		<u>Original Date / Revision</u> 10/25/12 / 10/25/12
		<u>Totals</u>

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Original Date / Revision  
 10/25/12 / 10/25/12

Hirschbiel/D/State House										Totals	
Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
3	11/05/12	11/06/12	Let's Make A Deal 9am	9-10am		:30			NM	0	\$0.00
3	10/30/12	11/04/12	Price Is Right	11am-12n		:30			NM	0	\$0.00
3	11/05/12	11/06/12	Price Is Right	11am-12n		:30			NM	0	\$0.00
4	10/30/12	11/04/12	Newschannel 3 News	12n-1230pm		:30			NM	4	\$840.00
5	10/30/12	11/04/12	Newschannel 3 News	12n-1230pm		:30			NM	1	\$210.00
Week: 10/29/12										4	\$210.00
36	11/05/12	11/06/12	Newschannel 3 News	12n-1230pm		:30			NM	1	\$1,765.00
Week: 11/05/12										1	\$1,765.00
37	10/30/12	11/04/12	Tuesday Prime	10-11pm		:30			NM	0	\$0.00
Week: 10/29/12										1	\$1,765.00
38	10/30/12	11/04/12	Wednesday Prime	9-10pm		:30			NM	1	\$2,100.00
Week: 10/29/12										1	\$2,100.00
39	10/30/12	11/04/12	Thursday Prime	8-9pm		:30			NM	0	\$0.00
Week: 10/29/12										1	\$980.00
40	10/30/12	11/04/12	Friday Prime	9-10pm		:30			NM	0	\$0.00
Week: 10/29/12										1	\$980.00
41	10/30/12	11/04/12	Saturday Prime	10-11pm		:30			NM	1	\$1,120.00
Week: 10/29/12										1	\$1,120.00
42	10/30/12	11/04/12	Sunday Prime	9-10pm		:30			NM	0	\$0.00
Week: 10/29/12										1	\$1,120.00
43	10/30/12	11/04/12	1135pm-1205am	1135pm-1205am		:30			NM	2	\$210.00
Week: 10/29/12										1	\$105.00
44	10/30/12	11/04/12	1205am-105am	1205am-105am		:30			NM	0	\$0.00
Week: 10/29/12										2	\$105.00
45	10/30/12	11/04/12	NCAA Football	330-7p		:30			NM	0	\$0.00
Week: 10/29/12										1	\$70.00
46	10/30/12	11/04/12	NCAA Football	1130a-12p		:30			NM	0	\$0.00
Week: 10/29/12										1	\$70.00
47	10/30/12	11/04/12	Redskins Coaches Show	1-4p		:30			NM	0	\$0.00
Week: 10/29/12										1	\$70.00
48	10/30/12	11/04/12	NFL Football (Early)	4-8pm		:30			NM	4	\$840.00
Week: 10/29/12										1	\$210.00
49	10/30/12	11/04/12	NFL Football	1228-3pm		:30			NM	0	\$0.00
Week: 10/29/12										4	\$210.00
50	10/30/12	11/04/12	CBS Daytime						NM	0	\$0.00
Week: 10/29/12										4	\$210.00
51	10/30/12	11/04/12	CBS Daytime						NM	0	\$0.00
Week: 10/29/12										4	\$210.00
Totals										65	\$19,900.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/05/12	65	\$19,900.00	\$16,915.00
<b>Totals</b>	<b>65</b>	<b>\$19,900.00</b>	<b>\$16,915.00</b>

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

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